Students' insight on TikTok fashion trends

By Jay'Mi Vazquez
Managing Editor

In recent years, TikTok has emerged as a dominant force in shaping fashion trends.

Whether it be every content creator's infatuation with Adidas Sambas or Timberland boots with denim shorts, the trends and influences are inevitable.

However, there is growing concern that the TikTok fashion phenomenon is detrimental to the broader culture of fashion.

Some argue that TikTok's fast-paced content creates an environment of immediacy and disposability.

Unlike "traditional" fashion cycles, which are marked by seasons and trends developed over months or years, TikTok trends emerge overnight and instantly become popular.

This turnover encourages a brief approach to style. The result is a relentless churn of trends that prioritizes short-term virality over long-term fashion integrity.

TikTok has shifted the sense of individuality and creativity previously seen within the culture years prior. Trending outfits are frequently defined by their viral potential rather than their originality or craftsmanship.

Influencers and fashion brands often promote trends that drive sales rather than those that contribute to something that can have an everlasting impact on people.

This commercialism can overshadow smaller independent designers who may not have the resources to compete with the marketing power of larger brands.

Business economics major Sean Cremins, a junior and clothing brand designer of Denim Endings said he believes TikTok has completely changed the fashion culture in the long run.

"TikTok has oversaturated and commercialized the small-scale fashion industry," Cremins said. "This basically ruined the "if you know, you know" aspect of fashion. Due to this, there is a lack of originality and a lot of people making clothes with little to no passion."

The "if you know, you know" aspect of fashion refers to the "insider understanding" and appreciation of certain styles, brands, or trends that are not immediately apparent to the general public.

This involves a level of niche knowledge that only those deeply immersed in fashion circles or subcultures would fully grasp.

Fashion trends on TikTok are a double-edged sword.

While it is considered negative to the culture for the reasons above, some people view the platforms' impact on the fashion culture differently.

Health science major Dean Cruz, a senior, said he believes TikTok trends are needed to help people navigate their own style.

"It exposes people to more styles and allows people to discover clothes they like and dislike," Cruz said. "For example, I really liked when I saw someone using a tie as a belt."

Interdisciplinary studies major Sarah Khan, a senior, said that she also views TikTok as a platform that inspires people to find things they like and find unique.

"I think TikTok makes looking at fashion all the more exciting and new," Khan said. "I think TikTok is opening up a lot of western fashion trends to the more global scene."

Undeniably, the platform offers a diverse range of content that can inspire people to try new things, fostering a sense of personal growth and self-expression.

TikTok fashion trends can transform how individuals perceive and engage with their style, which leads to a more adventurous and positive approach to personal fashion senses.

Overall, TikTok fashion trends will continue to be a factor within the community and its impact will continue to be viewed positively and negatively by people within the culture.

PHOTO | INSTAGRAM

Various examples of influencers showcasing TikTok fashion trends.

VMA Awards captivate millions in viewership

PHOTO | INSTAGRAM

The host of the VMA Awards, Megan Thee Stallion.

By Solé Scott
Editor in Chief

Finally, a host connects with the audience without brewing up drama as a form of publicity.

On Wednesday, Sept. 11, the 2024 MTV Video Music Awards premiered, hosted by Megan Thee Stallion.

I watched the entire live show and enjoyed it more than any of the last four years'.

The energy this year was positive and did not feel like a dark cloud was looming around, so much that this year's ceremony saw an 8% increase in viewership.

This VMA ceremony was the most viewed in 4 years, with 4.08 million people watching.

The best performance of the night was GloRilla, who performed a medley of her hit songs.

Sabrina Carpenter also stole the show, as she performed her hit songs from her album "Short n' Sweet," which she released in August.

Carpenter won Song of the Year with "Espresso," which was a no-brainer.

The recipient of the Michael Jackson Vanguard Award this year was none other than Katy Perry.

She was worthy of the award, as she pushed the envelope for pop stars in the 2010s.

Taylor Swift collected 7 moonmen like infinity stones throughout the night, as she now ties Beyoncé for most wins at the VMA's.

Swift questionably won Video of the Year, which should have been given to Doja Cat for "Paint The Town Red" or Ariana Grande's "we can't be friends."

Also, Best Collaboration should have been awarded to GloRilla and Megan Thee Stallion for "Wanna Be" or Jungkook and Latto for "Seven."

This year, it was refreshing to see that the newer generation of singers like to sing live, such as Benson Boone.

The newcomer performed his smash hit "Beautiful Things" with kinetic energy, as he ran and jumped across the stage without altering his voice.

Chappell Roan was a performer I was intrigued to watch because I had never seen her perform live, and she did not disappoint. The artist sang her hit song "Good Luck, Babe!" on a medieval-themed set.

What grinded my gears throughout the night was the constant camera pan to Taylor Swift.

I am sure she felt the same way because the cameras are purposely in her face, and she cannot enjoy herself as much.

MTV has declined since the organization no longer pushes and promotes music videos. This is a bummer because MTV's success was the backbone of the music industry when it was founded in 1981.

However, its history is not without blemish. The television channel famously barred African American artists from appealing on their channel.

Artists such as Michael Jackson and Whitney Houston had to fight for their music to be included.

Unfortunately, this issue is still prevalent because Victoria Monét was told that she was not allowed to perform at the 2023 VMA awards because she was not ready.

Yet, Monét has been in the industry for over 10 years now and wrote smash hit songs for Ariana Grande and Chloe x Halle.

This year, Monét did not perform, and I was bewildered by the fact that she was "not ready" to perform, but newcomers Chappell Roan and Benson Boone were.

Nonetheless, the 2024 MTV Video Music Awards was a massive improvement from the last few years, and I hope Megan Thee Stallion continues to host from now on.

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